

ABSTRAK

Musfiratun Naimah. 2024, Pengaruh Kualitas Pelayanan Harga dan Promosi Terhadap Loyalitas Pelanggan Pada Usaha Mi Komor di Lenteng. Skripsi : Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wiraraja Madura. Pembimbing : Liyanto, S.E., M.M

Dalam upaya membangun ekonomi kerakyatan, Presiden RI telah memberikan arahan untuk melakukan pengembangan UMKM. Sektor UMKM mempunyai daya tahan yang tinggi sehingga memiliki peran yang strategis dalam perekonomian nasional. Loyalitas pelanggan merupakan salah satu sumber untuk membangun kekompetitifan perusahaan produk atau jasa, selain itu kualitas pelayanan, harga dan promosi juga harus di pertimbangkan. Tujuan penelitian ini adalah menguji apakah terdapat hubungan antara variabel kualitas pelayanan, harga, dan promosi terhadap loyalitas pelanggan pada usaha Mi Komor di Lenteng.

Penelitian ini dilakukan dengan menggunakan metode penelitian kuantitatif. Populasi pada penelitian ini adalah masyarakat Kecamatan Lenteng yang melakukan pembelian Mi Komor. Teknik pengambilan sampel menggunakan unknown population. Data diperoleh dengan menyebarkan kuesioner tentang kualitas pelayanan harga dan promosi terhadap loyalitas pelanggan pada usaha Mi Komor di Lenteng. Data tersebut diolah menggunakan analisis data uji regresi linier berganda dengan aplikasi IBM SPSS statistic 25.

Hasil penelitian uji T (Parsial) menunjukkan 1) kualitas pelayanan tidak berpengaruh terhadap loyalitas pelanggan, 2) harga tidak berpengaruh terhadap loyalitas pelanggan, 3) promosi berpengaruh terhadap loyalitas pelanggan. Hasil penelitian uji F (simultan) menunjukkan kualitas pelayanan harga dan promosi berpengaruh terhadap loyalitas pelanggan.

Kata kunci : Kualitas Pelayanan, Harga, Promosi, Loyalitas Pelanggan

ABSTRACT

Musfiratun Naimah. 2024, *The Influence of Service Quality, Price and Promotion on Customer Loyalty in the Mi Komor Business in Lenteng*. Thesis: Management Study Program, Faculty of Economics and Business, Wiraraja Madura University. Supervisor: Liyanto, S.E., M.M

In an effort to build a people's economy, the President of the Republic of Indonesia has given directions to develop MSMEs. The MSME sector has high resilience so it has a strategic role in the national economy. Customer loyalty is one source of building product or service company competitiveness, apart from that, service quality, price and promotion must also be considered. The aim of this research is to test whether there is a relationship between the variables of service quality, price and promotion on customer loyalty at the Mi Komor business in Lenteng.

This research was conducted using quantitative research methods. The population in this study were the people of Lenteng District who purchased Mi Komor. The sampling technique uses an unknown population. Data was obtained by distributing questionnaires regarding service quality, prices and promotions on customer loyalty at the Mi Komor business in Lenteng. The data was processed using multiple linear regression test data analysis with the IBM SPSS statistics 25 application.

The results of the T test (Partial) research show that 1) service quality has no effect on customer loyalty, 2) price has no effect on customer loyalty, 3) promotions have an effect on customer loyalty. The results of the F test research (simultaneous) show that service quality, prices and promotions have an effect on customer loyalty.

Keywords: Service Quality, Price, Promotion, Customer Loyalty